

FOR IMMEDIATE RELEASE

Press Contacts: Dr. Christopher Tong
Westminster College
801.832.2630
ctong@westminstercollege.edu

John Catalano
Catalano & Co. llc
801.879.0007
john@jgcatalano.com

“An Uncertain World” 2008 Global Business Series Connects Utah Businesses

Salt Lake City, Utah, March 15, 2008. Westminster College’s Center for China-America Business Studies and Catalano & Co. Management Consultants will sponsor “An Uncertain World,” a series of three informative business events designed to increase Utah business’ global presence.

The events are designed to introduce, inform and connect mid-size businesses, professionals and business executive. Each will feature hands-on training, case studies as well as expert speakers from a variety of international trade disciplines, including the World Trade Center of Utah and the Governor’s Office of Economic Development.

Internationalize Your Business: *Going Global in Two Easy Lessons*

Mondays, May 5 and 19 Only \$59 for two sessions. Continental breakfast included.

These two, 3-hour consecutive jam-packed seminars focus on making exporting and global sourcing part of your everyday business. Topics will include identifying sourcing and distribution partners, finance, marketing, branding, packaging, logistics, customs regulations and more. Mr. Catalano believes that if you are not importing, you are losing margin to competitors who are, and if you are not exporting, you are losing perhaps half of your sales.

The ABC's of Expanding Your Business: *The Case of China*

Friday, June 27 \$99 per person. Breakfast and lunch included.

Are you exploring setting up a business in China? Learn the basic but crucial information on how to expand your business in China in four main areas: (1) legal, (2) financial, (3) local government relationships, and (4) agency. This full-day seminar will be led by Dr. Christopher S. P. Tong, Professor of Economics and Director of the Center for China-America Business Studies (CCABS), and domestic and Chinese experts who possess impressive practical experience in the four areas being discussed. In this full-day seminar, you will learn the legal and local government processes of working within the Chinese system from experts.

International Business Connection Forum: *Making Things Happen*

Friday, August 22 \$199 per person. Breakfast and lunch included.

A full day executive program focused on current trends and best practices for Utah global businesses. Build your global business by learning from and with your Utah global business colleagues. The program will include speakers representing business, Westminster College, the State of Utah, the World Trade Center of Utah and planned international trade representatives.

Please join your colleagues in international business at these important events.

Westminster College Certificates of Completion will be awarded to all participants.

Mark the dates and make your reservations now to join your colleagues in global business at these important events. All events will be held at Westminster College, 1840 South 1300 East, Salt Lake City, UT 84105.

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